Car smashed for cancer, but proceeds are slim

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Utah State University students dressed themselves in safety hats and glasses as they took turns hitting a Brigham Young University-themed car with a sledgehammer in the Car Smash for Cancer on Thursday afternoon at the Sigma Chi parking lot.

The goal was to raise $1,000 for the Huntsman Cancer Institute, but the event came up well short of that mark: A total of $80 was raised.

One of the event’s organizers, Utah State student Britany Chamberlain, said not enough visibility of the event on campus was likely a factor in why the fund-raising goal wasn’t met.

“We were able to provide some fun for a few people, so that was worth it,” Chamberlain said.

Chamberlain and eight classmates helped put the event together for a project in their Managing Organizations and People course.

The student group advertised the event to the public as a chance to come show their Aggie pride and smash the car before the Utah State football team played Brigham Young Friday at 8:15 p.m. The cost for one swing was $1, five swings for $3 and 10 swings for $5.

“We might get smashed by BYU on Friday, so I might as well smash BYU right now,” said Michael Crouch, who participated in the car smash.

The associate director for student involvement at Utah State, Kevin Webb, said the individual Greek chapters at Utah State stay very involved in the community, and take advantage of opportunities to serve and organize fundraisers to raise money for a good cause.

Another student, Logan Hamilton, said he wanted to hit the car not only to show pride for his school, but to support the cause for cancer as well.

“I think it’s all in good fun and playful,” said Lori Kun, the development director of outreach and communication with the Huntsman Cancer Institute. “We support the way Sigma Chi has stepped up to raise funds for cancer research at the Huntsman Cancer Institute.”

The car was rented from DD Auto & Salvage in Logan.

Chamberlain said the car would be taken back by DD Auto to be used as scrap metal or for a similar activity in the future.